CONGRESSIONALLY DESIGNATGED NATIONAL AREAS

USING SOCIAL SCIENCE AND MARKET RESEARCH TO MORE EFFECTIVELY PROMOTE AND MANAGE CDAs

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A TIME OF CHANGING DEMOGRAPHICS AND RISING IMPORTANCE OF PUBLIC LANDS

POPULATION GROWTH, SHIFTING DEMOGRAPHICS, MIGRATION TO HIGH AMENITY AREAS

The Changing American Society

> About 1 million new immigrants per year

More people: 1990 248 mm

2000 275 mm

2020 325 mm

2050 404 mm

2075 481 mm

2100 571 mm

- > Increasingly urban, 81% live in cities and towns
- > Getting older: Median age 35 38 (by 2020)
- > Changing ethnicities by 2050:

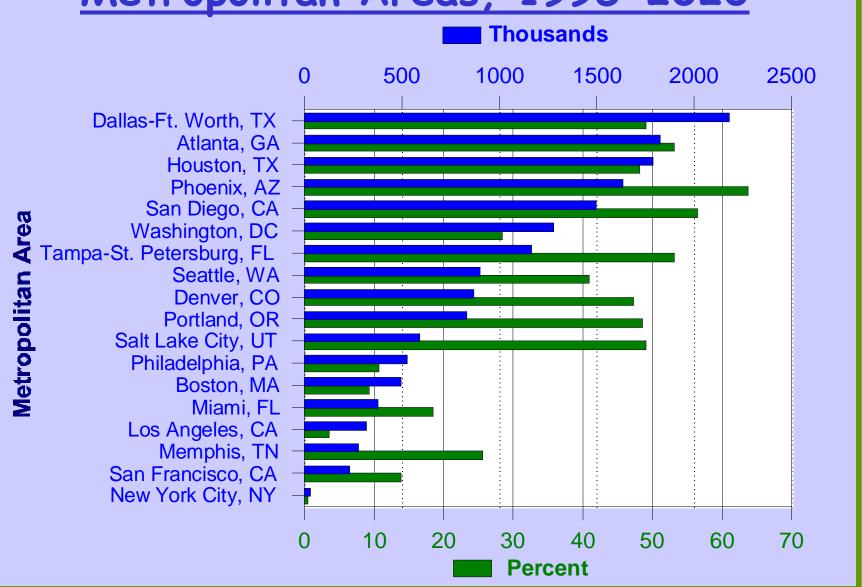
Anglo A	Americans	76% 50%

African Americans 12% 15%

Hispanic Americans 9% 21%

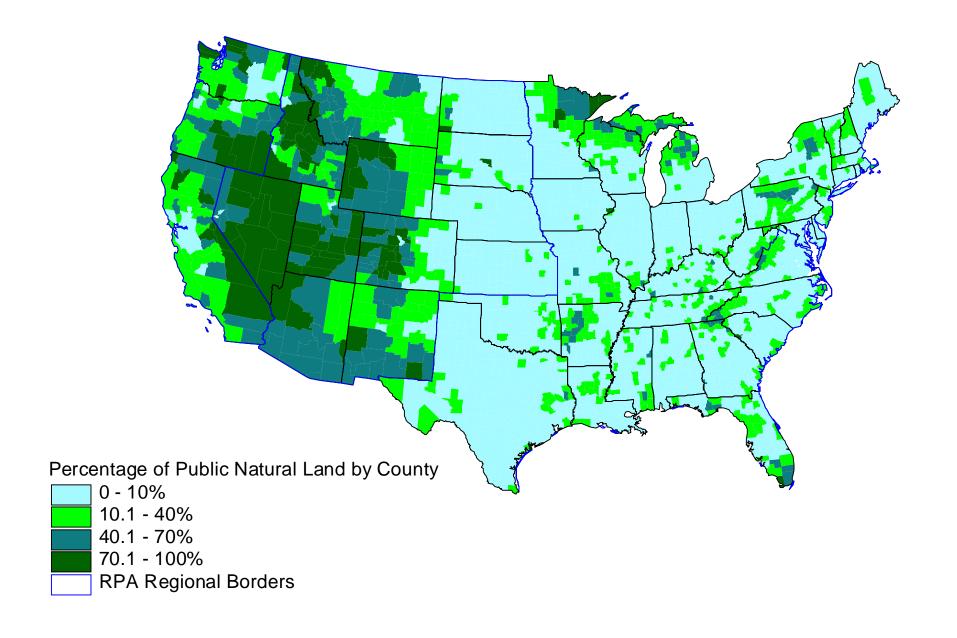
Asian Americans 4% 11%

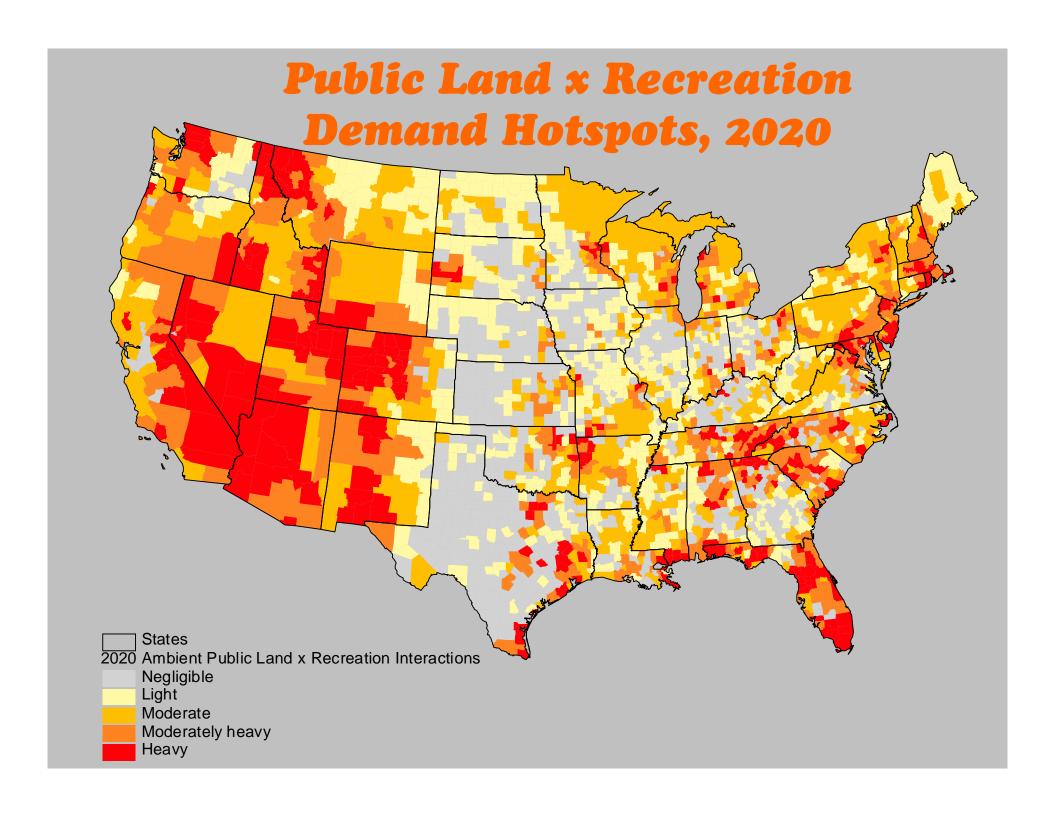


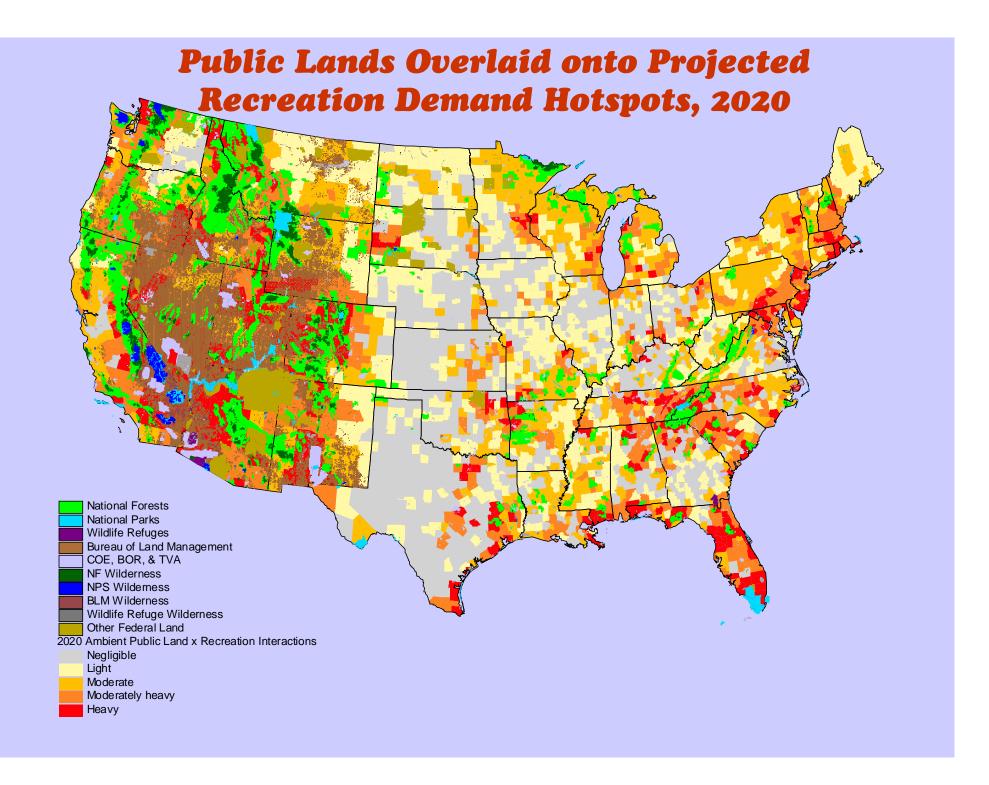


Projected Retirement Destination Counties within Top 20% of Counties Increasing in Population over Age 65 **Major Roadways** Cities by Population 8247 - 304011 304012 - 1630553 1630554 - 7322564 **Retirement Destination Counties National Forests**

Counties with Public Natural Land







With Increasing Human Presence Comes Greater Challenge to Public Land Managers

- •More people spreading to all "corners" of the country puts pressure on public lands
- More urban people less connected with the "land" represents an education challenge
- •Recreation and other rising and unprecedented demands requires an informed response



NATIONAL SURVEY ON RECREATION AND THE ENVIRONMENT

SINCE 1960

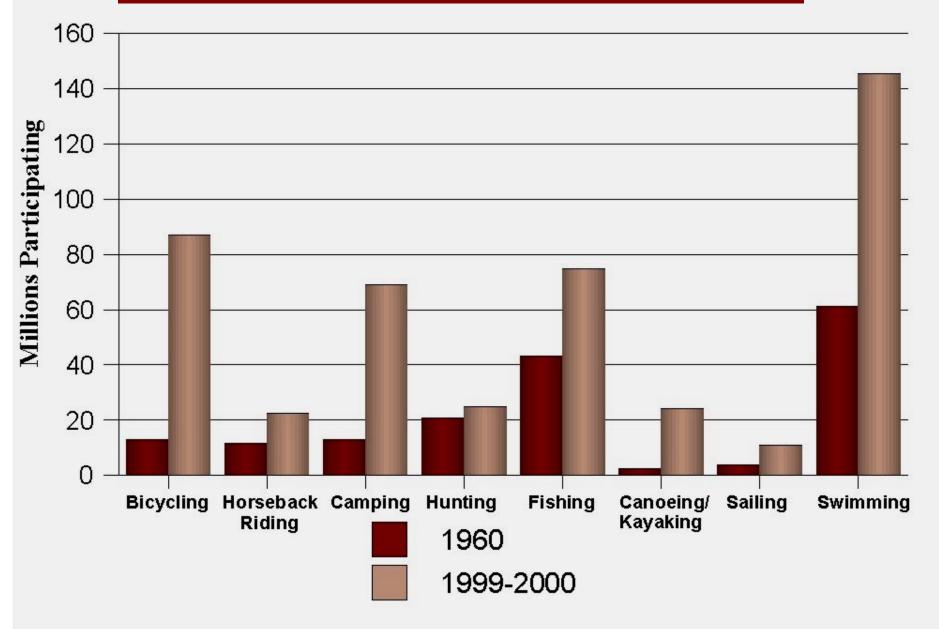
THE UNITED STATES' ON-GOING NATIONAL RECREATION SURVEY

HISTORY AND CURRENT COVERAGE OF THE NATIONAL RECREATION SURVEY

- The first National Recreation Survey (The NRS Series) was reported in 1960 for the Outdoor Recreation Resources Review Commission
- Subsequent NRSs in 1965, 1972, 1977, 1982, and 1995 and 2000-01
- These NRSs were used widely in the field and were the basis for U. S. Nationwide Outdoor Plan (Interior)
- Current NRS has been renamed the National Survey on Recreation and the Environment (NSRE), it is interagency, the FS is the lead agency
- Nation's on-going, long-term outdoor participation and environmental survey

DEMAND FOR OUTDOOR RECREATION AND PLACES TO RECREATE CONTINUE TO GROW

LONG TERM TRENDS SINCE 1960





ACTIVITIES ADDING THE MOST PARTICIPANTS SINCE THE EARLY

1980s (1982-2001--Millions)

	<u>Growth</u>	No. in 2001
Walking	85.4	179.0
Bird watching	50.0	71.2
Hiking	48.4	73.1
Swimming/river,		
lake, or ocean	36.4	92.9
Sightseeing	32.7	114.0
Picnicking	31.8	116.6
Bicycling	27.4	83.9
Developed camping	22.8	52.8
Motor boating	17.8	51.4
Off-road driving	17.3	36.7
Backpacking	14.6	23.4

Fastest Growing in the Late 1990s

Activity	Millions in 2000-01	Percent Change 1994-2001
Kayaking	7.29	182.56
Snowboarding	10.53	137.70
Jet skiing	20.31	119.33
View or photograph fish	53.06	97.84
Soccer outdoors	17.33	87.15
Snowmobiling	11.81	69.93
Ice fishing	6.22	59.49
Sledding	31.22	56.18
Viewing wildlife	95.26	55.88
Backpacking	22.76	53.78
Day hiking	70.62	51.29
Bicycling	84.60	50.80
Horseback riding	20.95	50.29

Next Fastest Growing in Short Term

(1994-2001)

	Millions in	Percent
Activity	2000-01	Change
Canoeing	20.63	49.93
Mountain climbing	12.85	46.52
Running or jogging	73.58	43.54
Ice skating outdoors	14.64	42.69
Coldwater fishing	28.81	42.13
Developed camping	55.73	37.50
Handball or racquetball outdoors	15.07	36.75
Drive off-road	37.21	36.50
Rafting	20.22	35.89
Walk for pleasure	177.00	35.47
Surfing	3.45	35.29
Visit nature centers, etc.	122.28	34.48

Activity	Millions in 2000-01	Percent Change
Visit archeological sites	44.84	31.53
View birds	69.26	31.10
Football	17.22	29.86
Family gathering	156.78	29.60
Big game hunting	17.79	27.99
Cross country skiing	8.10	26.96
Rock climbing	9.21	26.86
Attend outdoor concerts, etc.	84.75	26.70
Basketball outdoor	31.28	25.32

Slowest Growing in Short Term (1994-2001)

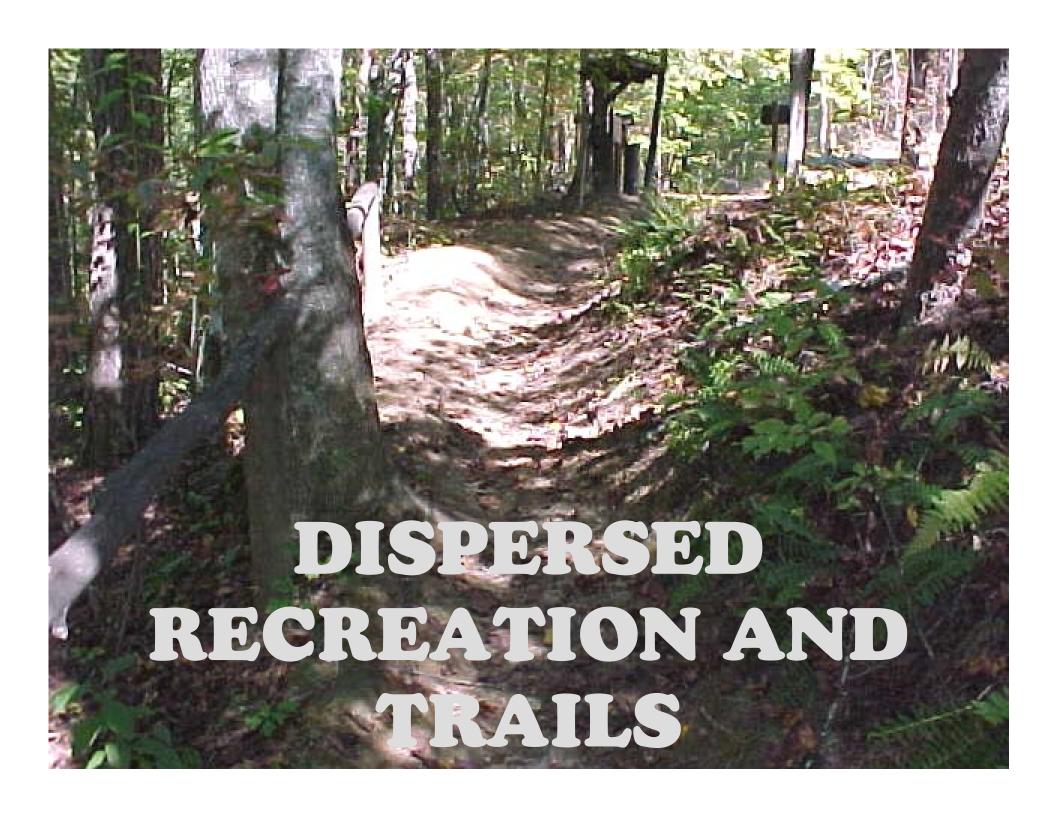
Activity	Millions in 2000-01	Percent Change
Primitive camping	33.88	23.88
Golfing	35.93	23.73
Small game hunting	15.51	22.22
Migratory bird hunting	5.11	21.96
Picnicking	116.54	21.35
Warmwater fishing	48.10	20.67
Saltwater fishing	22.08	19.09
Tennis outdoors	24.59	18.79
Swimming in streams, lakes, ponds, or the ocean	89.59	17.42
Yard games, e.g., croquet	83.92	16.72
Sailing	10.80	15.63
Rowing	9.42	14.32
Attend outdoor sports events	106.25	14.22

Activity	Millions in 2000-01	Percent Change
Visit historic sites	98.62	14.10
Motorboating	52.27	13.80
Downhill skiing	18.20	10.64
Baseball	14.47	9.79
Snorkeling or scuba diving	15.47	9.25
Visit beach or waterside	129.39	6.47
Anadromous fishing	9.36	5.76
Pool swimming	87.09	0.66
Caving	9.25	0.33
Sightseeing	110.90	0.04
Waterskiing	17.30	-1.03
Orienteering	4.26	-9.36
Softball	22.46	-11.96
Volleyball outdoors	22.57	-19.51
Windsurfing	1.73	-19.53

Population-wide Total (Overlapping) Occasions Per Year by Groupings of Activities (2000-01)

All activities	98.5	273.8
Viewing, learning, gathering activities	88.4	136.1
Developed site activities	94.9	93.3
Activities on trails	40.4	40.3
Swimming, surfing, and other beach activities	2.8	36.6
Motorized activities	62.0	31.3
Hunting and fishing	38.1	26.9
Snow activities	19.3	13.3
Risk activities	35.2	12.0
Non-motorized activities	22.8	7.9

DEMAND FOR TRAILS AND FOR VIEWING/LEARNING ACTIVITIES ARE **GROWING AND** REPRESENT PRIME MARKET OPPORTUNITIES FOR CDAs



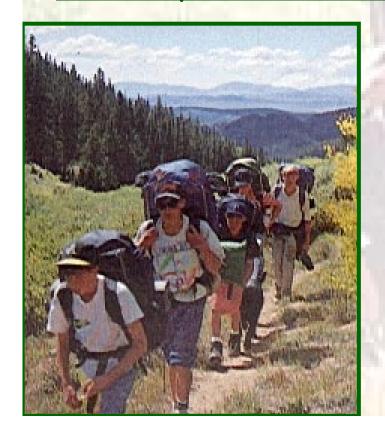
Hiking & Backpacking

Trends High growth rates since 1982 (+196% & +166%)

Participation Percentages

Hiking, 33.4% of people 16+ Backpacking, 10.8% of people 16+

Within top tier of activities in Number of Occassions



Profile (percentage)

	Hiking	Backpacking
Female	46.1	37.6
White	70.7	76.8
Hispanic	21.7	14.9
Under 35 years	41.6	55.1
55 or older	17.8	7.8
Foreign born	15.0	8.3
Urban	81.1	81.3







Horseback Riding

Trends

+35.9% since 1982: long-term trend had been flat, recent upturn

Participation 9.8% of those 16+

<u>Profile</u>	Percent
Female	50.2
White	76.8
Hispanic	14.5
Under 35 years	52.2
55 or older	10.2
Foreign born	5.6
Urban	74.9



Mountain Biking





Trends Growth leveling out recently, but steady

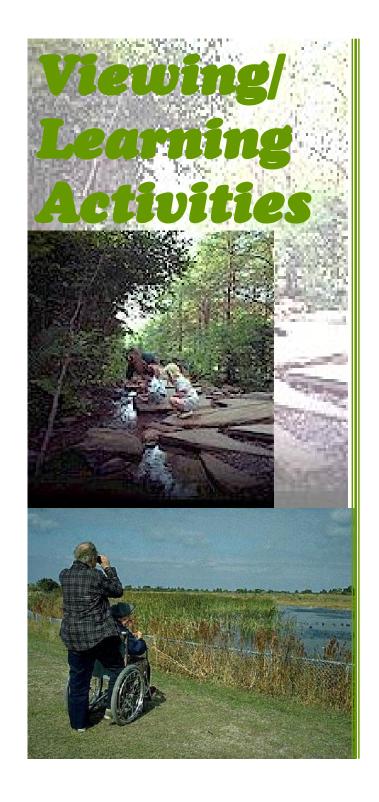
Participation 21% of those 16+

Profile		Percent
	Female	42.6
	White	75.1
	Hispanic	13.4
	Under 35 years	54.0
	55 or older	8.8
	Foreign born	7.1
	Urban	81.6

THE PUBLIC'S PREFERRED OBJECTIVES

- Expand volunteer programs to help with maintenance, including trails (73.3% support)
- Develop trails across public and private land for non-motorized use (56.5% support)
- Designate some trails for specific uses such as horses or bikes (55.1% support)
- Expand commercial recreation, including outfitters (28.8% support)
- Develop trails across public and private land for motorized vehicles (28.8% support)
- · Can contrast opinions of users with public





Trends Birdwatching (since 1883)
(No. 1) +236%
Viewing Fish and Wildlife am

Viewing Fish and Wildlife among fastest growing since 1994

Participation (percentages)

Visi	t Nature Centers	59
View	v/Photo Scenery	55
Sigh	ntseeing	54
View	v/Photo Wildlife	41
View	v/Photo Flowers	41
View	v/Photo Birds	30
View	v/Photo Fish	22

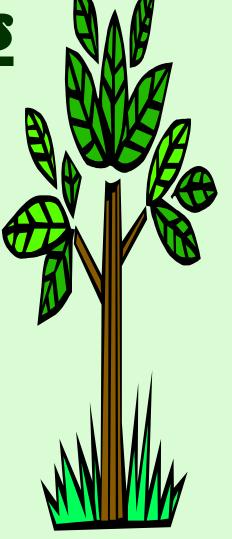
Profile (percentage)

	Nature	View <u>Flowers</u>	View <u>Birds</u>
	<u>Centers</u>		
Female	51.1	55.9	55.9
Hispanic	14.0	11.6	10.7
Under 35 years	39.7	33.5	27.7
55 or older	20.7	27.0	31.6

Gathering Non-Timber Forest Products

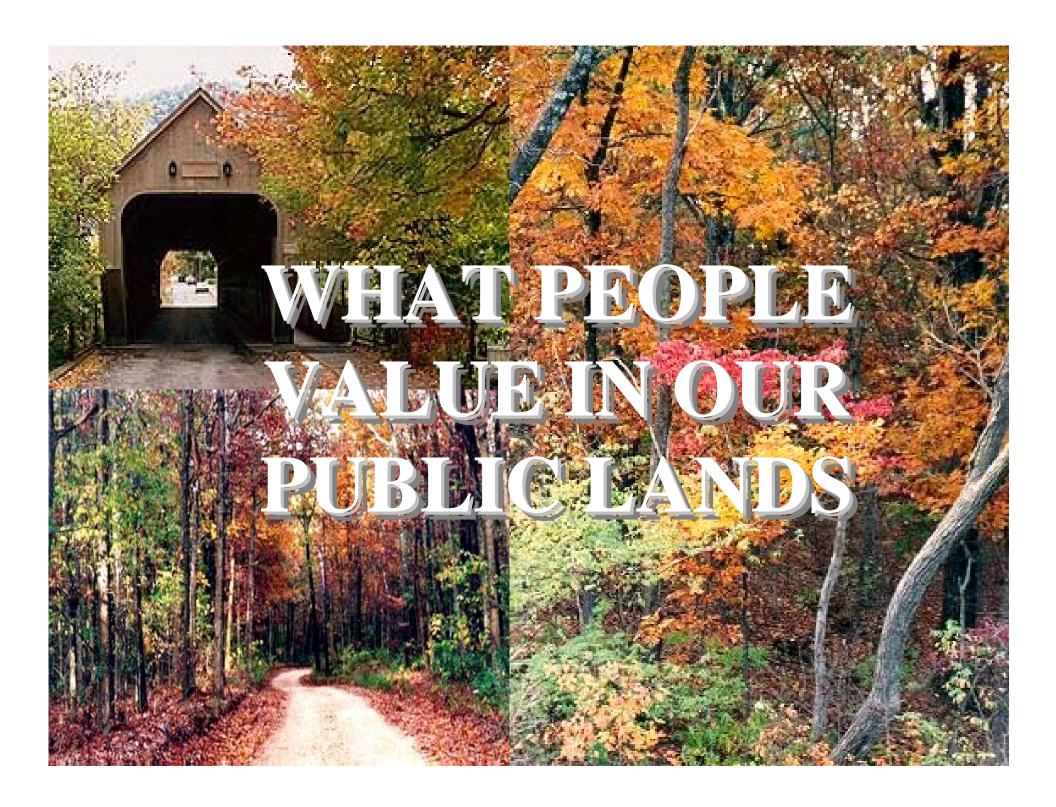
The Gathering

- 31% of Southerners, for example, participate
 - 54% of gathering is in forests
 - 96% gathered forest products for personal use
 - * 73% firewood
 - * 47% berries
 - * 43% other tree materials
 - * 43% herbs/flowers
 - * 35% rocks/minerals
 - * 9% mushrooms



THE PUBLIC'S PREFERED OBJECTIVES

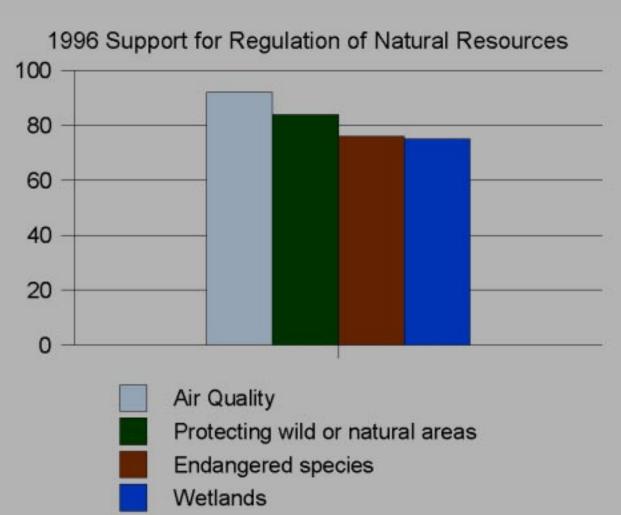
- Inform the public about concerns such as safety and respect for wildlife (86.7% support)
- Inform the public about impacts of uses on forest and grassland areas (81.7% support)
- Inform the public about economic values of public lands (67.6% support)



"They (American's surveyed) rank the environment third on their list of critical public issues requiring government support, just behind crime and education. 60% feel the government spends too little on the environment".

(National Opinion Research Center, Chicago, Ill., 2000)

Percentage of Americans Reporting **Regulation of Natural** Resources is "Just the Right Amount" or has "Not Gone Far Enough."



Public Values of Public Lands

CORE VALUES	Extremely Important	Important
Protect streams and other sources of clean water	83.5	94.9
Maintain NFs for future generations	81.3	93.5
Provide habitat for wildlife and fish	70.4	89.2
Protect rare plant or animal species	68.1	86.0
Manage NF areas to leave them natural	65.2	86.8
Emphasize planting and management for timber	58.5	79.1
Provide information and educational services	53.2	80.1
Provide quiet, natural places for personal renewal	50.3	75.8
Provide access, facilities, and services for recreation	45.4	74.5
Provide roads, services, accommodations to support local business	31.6	57.0
Provide permits to ranchers for grazing livestock	29.2	52.1
Provide raw materials to support local industries	25.9	47.1

VALUE DIMENSION 1: MANAGE FOR PROTECTION

- Protect streams and other sources of clean water
- Provide habitat and protection for abundant wildlife and fish
- Protect rare, unique or endangered plant and animal species
- (Average Score 74.0)

VALUE DIMENSION 2: MANAGE FOR AMENITIES

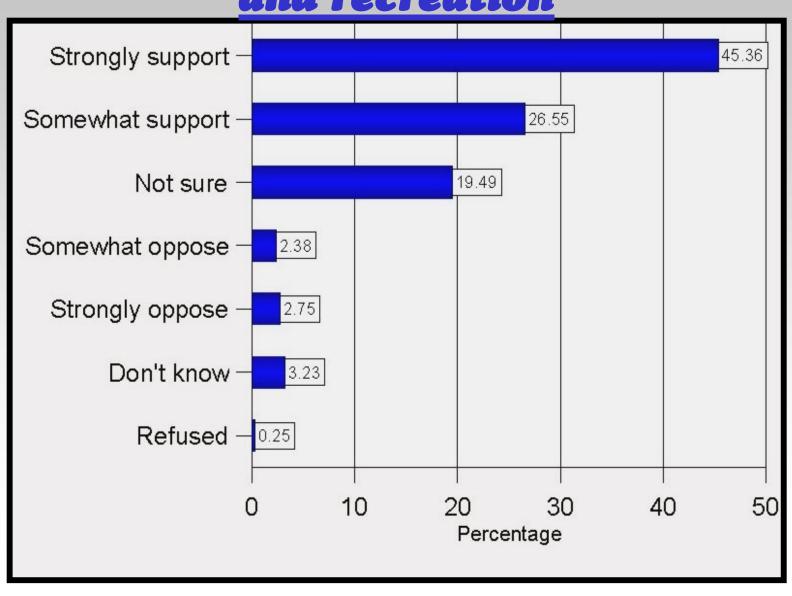
- Maintain national forests for future generations to use and enjoy
- Provide quiet, natural places for personal renewal
- Use and manage forest areas in ways that leave them natural in appearance
- Provide information and educational services about forests, their management and the natural life in them
- (Average Score = 61.6)

VALUE DIMENSION 3: MANAGE FOR OUTPUTS

- Provide access, facilities and services for outdoor recreation
- Emphasize planting and management of trees for an abundant timber supply
- Provide access to raw materials and products for local industries and communities
- Provide roads, accommodations and services to help local tourism businesses
- Provide permits to ranchers for grazing of livestock such as cattle and sheep
- (Average Score = 38.1)

PUBLIC SUPPORT FOR AND KNOWLEDGE OF THE SYSTEM OF CONGRESSIONALLY DESIGNATED AREAS IN THE UNITED STATES

Percentage of Americans by level of support for designating federal lands for scenery and recreation



Percentage strongly supporting CDAs by demographic group

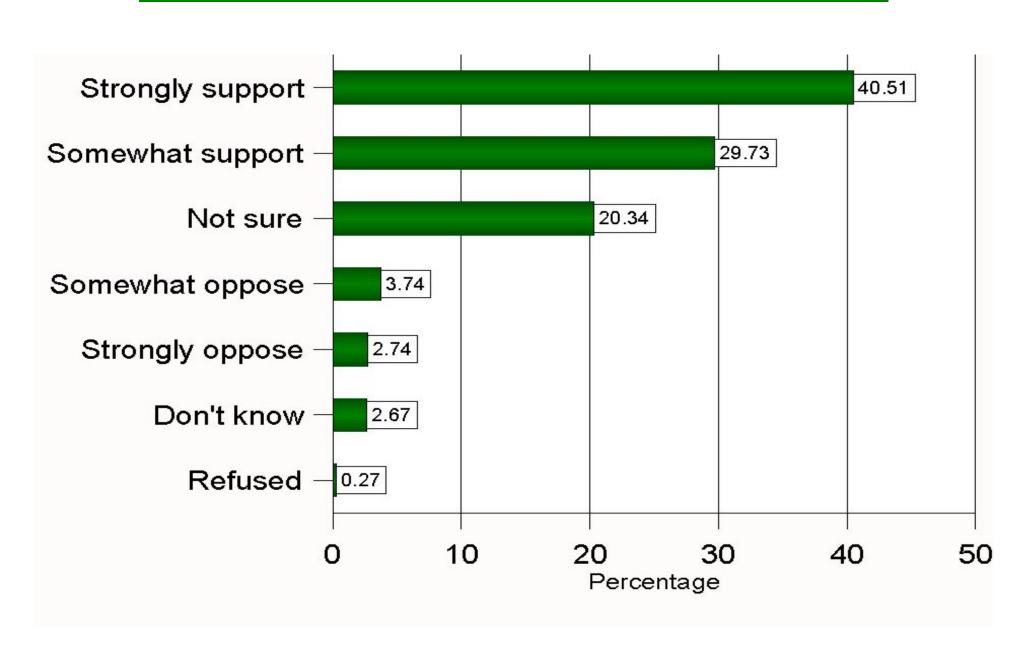
Age	Percent
16-24	40
25-34	43
35-44	49
45-54	51
55-64	56
65+	40

Race	Percent
White	49
Black	39
Indian	46
Asian/P.I.	40
Hispanic	37

Education	Percent
<high school<="" th=""><th>30</th></high>	30
High school	47
Some college	51
College grad	54
Post grad	61

Born i	in U.S.	Percent
Yes	The Marie Control	47
No, b	ut citizen	50
No, n	ot citizen	30

Percentage of Americans by level of support for more CDAs beyond National Parks



Percentage strongly supporting more CDAs beyond National Parks by demographic group

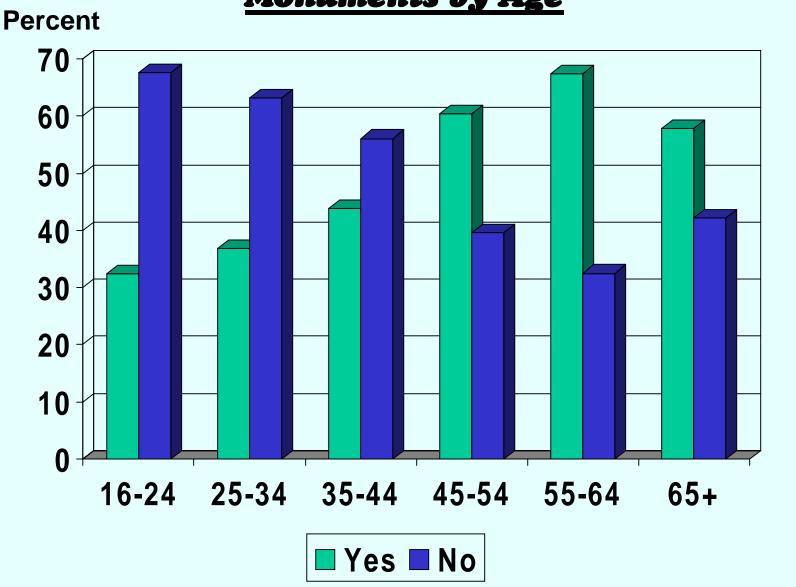
Age	Percent
16-24	35
25-34	41
35-44	47
45-54	44
55-64	46
65+	34
CHECK TON HELD	AND RESIDENCE

Race	Percent
White	43
Black	31
Indian	48
Asian/P.I.	37
Hispanic	40

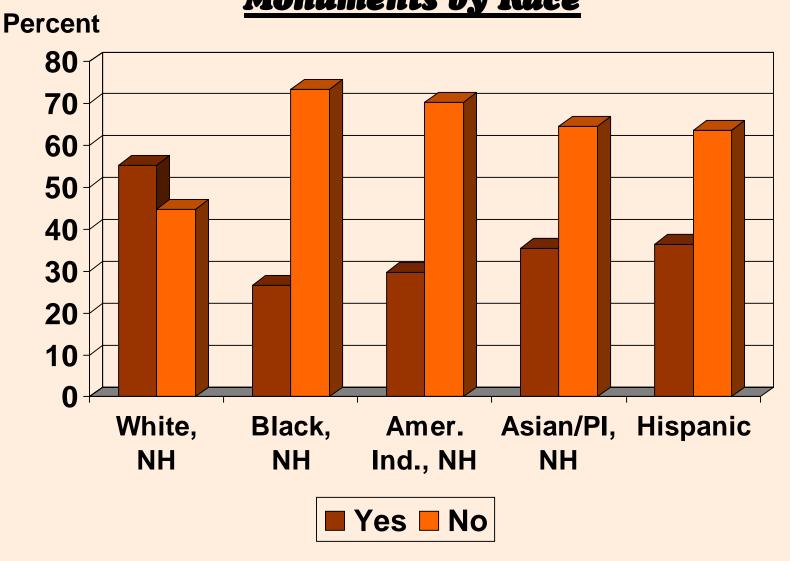
Education	Percent
<high school<="" th=""><th>29</th></high>	29
High school	42
Some college	47
College grad	45
Post grad	53

Borr	ı in	U.S.	Percent
Yes	178	No. of Lot	41
No,	but	citizen	56
No,	not	citizen	33

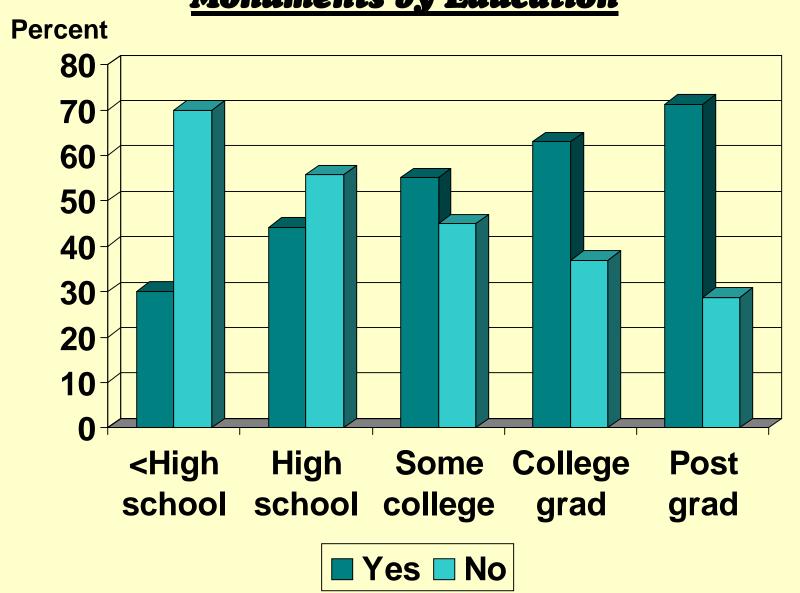
Percent aware that the Congress designates NRAs, Scenic Areas, W&S Rivers, and National Monuments by Age



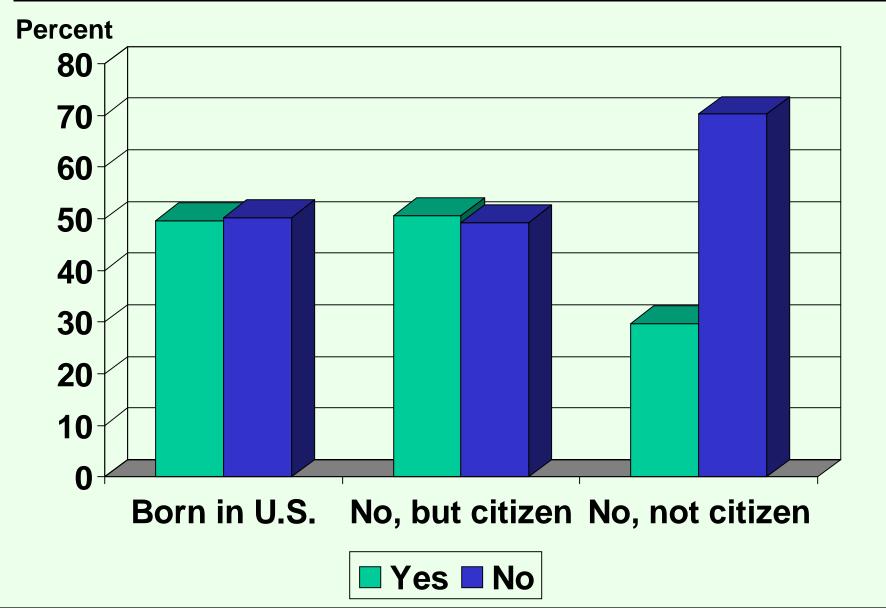
Percent aware that the Congress designates NRAs, Scenic Areas, W&S Rivers, and National Monuments by Race

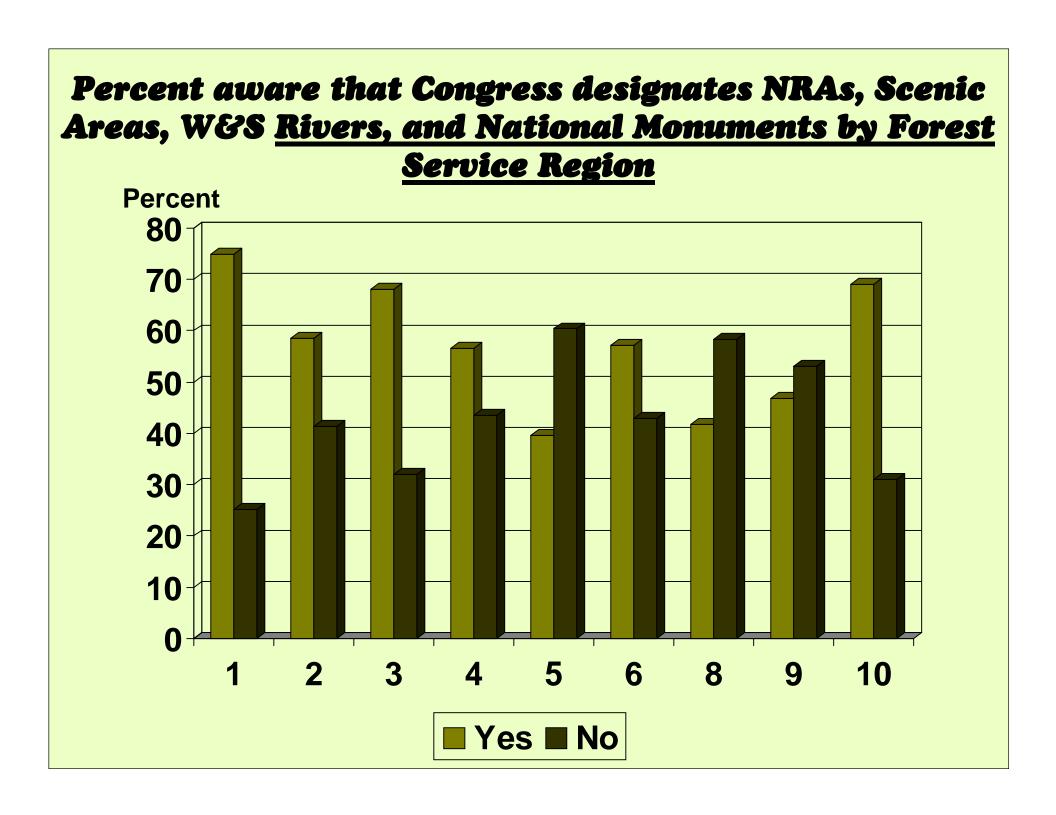


Percent aware that the Congress designates NRAs, Scenic Areas, W&S Rivers, and National Monuments by Education



Percent aware that Congress designates NRAs, Scenic Areas, W&S Rivers, and Nat. Monuments Birth Place





- •MOST AMERICANS ARE AWARE THAT WE HAVE A SYSTEM OF CONGRESSIONALLY DESIGNATED AREAS
- •MANY OF MINORITY BACKGROUNDS ARE NOT AWARE OF THE SYSTEM
- •CONSIDERABLE DIFFERENCES IN AWARENESS CAN BE FOUND AMONG AGE, RACE, EDUCATION, COUNTRY OF BIRTH, AND REGION STRATA
- •WHERE WOULD YOU PUT YOUR EDUCATIONAL AND PROMOTIONAL ENERGIES?



ENTHUSIASTS

	This		
	number		Percent
	of days	Percent	of
	per year	of	total
Activity	or more	population	days
Biking	30	7.4	80
Bird watch	ing 50	9.1	91
Downhill	_		
skiing	6	2.6	74
Developed			
camping	8	6.3	76
Canoeing	4	1.8	73
Hiking	10	7.1	83
Off-road			
driving	14	4.5	87
Horseback			
riding	6	2.3	94
(and others)		

Significantly Different Percentages Supporting Adding to the System of CDAs

	Type of Activity			
Level of Participation	Trails	Developed Sites	Viewing/ Learning	
Enthusiasts	71	73	71	
Middle 1/3	79	75	77	
Lower 1/3	73	65	71	

Significant Differences in Percentages Aware of Types of

Designations

Level of Participation	Yes	No
Enthusiasts	61	39
Middle 1/3	47	53
Lower 1/3	36	64

Percent

Non-motor boating and motor powered activities only 2 not different.

Significant Differences in Recognition of Agencies Which Manage CDAs

Level of	Number of agencies correctly identified			
Participation	0-2	3-4	5	All 6
Enthusiasts	17.54	65.37	14.54	2.56
Middle 1/3	20.32	64.73	12.37	2.59
Lower 1/3	36.87	53.55	8.20	1.38
Total	24.92	61.21	11.70	2.18

Significant Differences in Having Visited an Area Known to be a CDA in the last 12 months

	Visited a CDA		
Level of Participation	Yes	No	Don't Know
Enthusiast	71.72	22.86	5.42
Middle 1/3	66.77	28.18	5.06
Lower 1/3	48.46	43.65	7.90
Total	62.31	31.56	6.12

- •ENTHUSIASTS DON'T TEND TO SUPPORT CDAs ANY MORE THAN OTHERS
- •AWARENESS OF THE CDA SYSTEM AND KNOWLEDGE OF WHICH AGENCIES MANAGEMENT THEM DO DIFFER BY LEVEL OF OUTDOOR RECREATION ENGAGEMENT
- •ENTHUSIASTS ARE THE ONES YOU ARE MORE LIKELY TO FIND AT CDAS, REACHING OTHERS WOULD BE SPOTTY IF EFFORTS LIMITED TO ON-SITE PROGRAMS

Percentages Rating Services or Facilities Low or High at CDAs They Have Visited

	- CI GOIL		
Services or Facilities	Low Rating	High Rating	
Availability/quality of trails	8.6	52.2	
Availability/quality of interpretation programs	11.2	51.0	
Availability/quality of recreation facility	13.3	50.4	
Accessibility for physically disabled	24.1	49.1	
Availability and quality of maps	7.9	48.6	
Reasonableness of fees	8.1	48.2	
Helpfulness of area employees	11.6	46.7	
Cleanliness of facility & grounds	10.3	39.3	
Ability to bring pets	27.5	38.1	

Percent

^{*}Rated on scale of 1 to 5.

Percentages Rating General Area Attributes Low or High at CDAs They Visited

	Percent		
Services or Facilities	Low Rating	High Rating	
Quality of the natural scenery at CDA	3.4	71.4	
Opportunity to see wildlife, etc. at CDA	9.4	57.0	
Safety and security at CDA	8.4	50.2	
Quality/availability of roads & parking at CDA	9.0	49.9	
Closeness and convenience of CDA	26.4	41.5	

Average Rating Scores and Total Across Services by Level of Outdoor Participation

	Total		Middle	Lower
Service, facility, or characteristic	<u>sample</u>	<u>Enthusiasts</u>	<u>1/3</u>	<u>1/3</u>
Closeness and convenience	2.98	3.01	2.96	2.95
Quality/availability of roads & parking	3.99	4.08	3.92	3.95
Cleanliness of facility & grounds	3.94	3.97	3.85	4.02
Helpfulness of area employees	3.93	4.02	3.91	3.81
Safety and security	4.00	4.06	3.95	3.99
Quality of the natural scenery	4.56	4.65	4.51	4.51
Reasonableness of fees	4.03	4.06	3.98	4.07
Availability and quality of maps	4.15	4.19	4.13	4.11
Ability to bring pets	3.39	3.40	3.28	3.51
Availability/quality of recreational facility	3.83	3.91	3.77	3.79
Availability/quality of trails	4.17	4.23	4.14	4.12
Accessibility for physically disabled	3.41	3.48	3.37	3.36
Opportunity to see wildlife, etc.	4.21	4.33	4.14	4.13
Availability/quality of interpretive programs	3.88	3.96	3.82	3.87
All service/facility items	49.79	50.73	49.49	48.69

SEGMENTATION

We Have Identified Segments of American Society. Use This to Better Target Education, Marketing, and Involvement.

The Urban Beach Boys (3.8%)

The Inactives (22.0%)

Young New England Wind Surfers (0.9%)

Segmenting for more effective communication and education

Nature Lovers (27.2%)

The Noreaster Musclers (6.2%)

The Thrill Seekers (8.3%)

Hunt-n-Fish Men's Motor Club (6.3%)

The Take it Easies (25.3%)

Nature Lovers (27.2%)

- Viewing/photographing birds, flowers, wildlife, fish, natural scenery, and gathering mushrooms and berries, and learning in nature centers, visitor centers, historic sites and archeological sites
- Not into hunting, fishing, active sports or motorized activities, and not into boating
- 4 61 % female, mostly white, middle aged and seniors, not foreign born
- * New England and Prairie states well represented
- * Donate to civic or charitable organizations, spend time with grand children, invest, creative arts, collect things and garden, and read environmental magazines
- * Believe humans are abusing the earth, the balance is delicate, and we are on a course for catastrophe

Hunt-n-Fish Men's Motor Club (6.3%)



- > Hunt, fish, motorized, camp, motorboat (53%), canoe
- Don't participate in beach activities or much in viewing/learning
- > 88% male, 90% white, under 45, U.S. born, much more rural, Prairie and Southern
- Belong to wildlife conservation group, read nature magazines, woodworking, own a business, garden, have pets and do home improvements
- > Humans were meant to rule over the earth and environmental crisis is exaggerated

The Urban Beach Boys (3.8%)

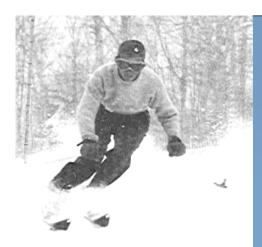
- Diving, Surfing, Snorkeling, Kayaking, Sailing, Backpacking, Snowboarding, Saltwater Fishing, Water Skiing, More active than most people in most activities, except hunting
- Two-thirds white, Asian/Pacific Islanders well represented, majority under 35, U.S. born, and urban
- South Atlantic and Pacific Coast
- Regularly like to go to movies, use internet at home, participate in environmental groups, invest, and attend classes, involved as a youth volunteer, into the arts
- Advocate wilderness preservation for option and existence values
- Like most Americans feel humans are abusing the earth, we on a course for ecological catastrophe and the balance of nature is delicate

Young New England Wind Surfers (0.9%)

- Wind surfing, surfing, kayaking, sailing, non-motorized winter activities, diving, snorkeling, rowing and canoeing
- More active than most Americans in <u>all</u> activities
- Over 805% white; two-thirds male; one half under 25; urban,
 U.S. born
- New England and Pacific Coast residents strongly represented
- Into movies, lifelong learning classes, participate with environmental groups, regularly attend movies, belong to a country club, on the internet and into the stock market
- Value preserving wilderness, especially for scientific and recreational values
- More strongly believe environmental crisis is greatly exaggerated, even though we are nearing the earth's limits

The Inactives (22.0%)

- Not very active in outdoor activities, except for a bit of walking, family gatherings, and picnicking
- Spend time with grandchildren, cook at home, regularly attend religious services, collect things like coins and antiques
- Not much aware of NWPS, show more support for using wilderness for recreation, tourism promotion, and science
- More strongly believe human ingenuity will insure the earth, humans were meant to rule over nature, humans can control nature, and the environmental crisis is exaggerated



The Noreaster Musclers (6.2%)

- o Cross-country skiing, rowing, kayaking, canoeing, downhill skiing, sailing, backpacking, snowboarding, and fishing
- o They don't hunt, but are active in most other activities
- o Somewhat more male than female, white and Asian/Pacific Islander, young to middle aged (not seniors), urban, from New England, Prairie, Mountain and Pacific states
- Members of conservation groups, use the internet at home, attend concerts, have vacation property, invest, belong to a country club
- o 2/3 aware of wilderness; back preservation, not use
- o More belief that we are abusing the earth, the balance of nature is delicate and we may be heading for disaster

The Thrill Seekers (8.3%)

- Waterskiing, jet skiing, rafting, snowmobiling, snowboarding, motorboating, downhill skiing, driving off-road, rowing and canoeing
- Le Very active across a large number of activities
- Equally male/female, white and American Indians well represented, two thirds under 35, almost all born in the U.S., from Plains states
- Youth volunteers, belong to a country club, use the internet, attend movies, watch sports on TV, gather with friends and neighbors
- Wilderness is a recreation resource, but also important for protecting wildlife and water quality
- Balance of nature is delicate, humans are abusing the earth, and a disaster is looming



The Take it Easies (25.3%)

*Sightseeing, driving for pleasure, picnicking, visiting historic sites, family gatherings, visiting nature centers, and walking

They don't ski, view/photograph, hunt, or fish

- * More female than male, Blacks and Asian/Pacific Islander well represented, all ages, all regions
- * Attend cultural events, go to movies and church, raise children and spend time with grandchildren, use the internet, and eat out
- Less aware of NWPS, lean toward using rather than preserving wilderness, except for water and air quality
- ❖ Believe humans can insure the liveability of the earth and the environmental crisis is exaggerated

A SUMMARY OF TRENDS AND ENVIRONMENTAL ATTITUDES

OVERVIEW OF RECREATION TRENDS IN THE U.S.

- •According to NSRE results, over 98% of Americans participated in at least one outdoor activity during the years 2000 and 2001.
- •That percentage translates into approximately 206 million people over age 15 participating in one or more of the 77 outdoor activities in the survey.
- •Walking continues to be the single most popular of activity, although birding and a few other activities are growing fast and are joining the ranks of activities Americans most favor.
- •Following birding a number of activities are growing at various rates, such as hiking, which grew 196%, or swimming in natural waters at 64% for the period of 1983-2001.
- •The composition of fast growing activities indicate a rapid rise in popularity of viewing/learning, trail, motorized, camping and snow skiing activities.

OVERVIEW OF ENVIRONMENTAL ATTITUDES IN THE UNITED STATES

- •Americans are concerned about the natural environment and public lands, including CDAs.
- •There apparently are many more Americans who believe, than there are who don't believe, that we are significantly impacting the natural environment and may be heading for a major environmental catastrophe.
- •Fewer believe that our science and ingenuity will overcome our impacts or that we were meant to rule over nature.
- •Over 80% of Americans believe that the earth is fragile and that humans are upsetting its balance.
- •Much lower percentages believe that humans have the right to dominate nature and that our impacts have been exaggerated.

SOME HOPEFULLY INFORMED PROGNOSTICATIONS

- The rising proportions of the U. S. population who are Hispanic, Black, Asian/Pacific Islander and born in another country will result in shifts in the type of participation in and attitude toward outdoor recreation
- The rise in proportion of the population which lives in urban areas will affect recreation participation, but not environmental opinion
- Rising median age and proportions in older age groups will moderate demand growth in some outdoor activities and move environmental opinion a bit toward earth over humans
- Continued increases in incomes will likely result in overall increases in recreation participation and a greener environmental attitude

SOME SUMMARY POINTS

- Population is growing and its makeup is changing
- Demand for most activities is growing, especially for trail and viewing/learning—ideal for emphasis at CDAs
- People value our public lands for much more than just recreation, protection comes first, amenities next, last are outputs (e.g., timber or other raw materials)
- People support having a system of Congressionally Designated Areas, in fact they would support expanding the system
- Level of support, knowledge of the system, and visitation at CDAs vary by level of engagement in some outdoor activities, with enthusiasts rating highest

MORE SUMMARY POINTS

- Natural scenery, trails, interpretive programs and recreation facilities rate highest in satisfaction by users of CDAs
- Closeness and convenience, ability to bring pets and accessibility for disabled rated lowest in satisfaction among users
- We have segmented the public based on recreation activity choices. This allows targeting of groups for more effective marketing and communications
- Most Americans express a concern about the natural environment and thus the condition of public lands. This is an important link for messaging
- Demand is likely to continue into the future, after the shock waves of September 11 have subsided

SOME POINTS TO PONDER

- •Yours is a heavy responsibility. CDAs are an important American resource, owned by the people of this Country held by you in a trust of stewardship
- •Your job includes being as informed as you can be of the positions of the "Stockholders" of this vast and rich national resource—KNOW THE DATA
- •Limiting your data to on-site surveys and "conventional wisdom ignores the vast majority of the CDA System's owners, the public most of whom likely will never show up—USE HOUSEHOLD SURVEYS ALSO
- •Use the tools of the social sciences--surveys, segmentation, marketing principles, and customer service liberally--DON''T GUESS

CONGRESSIONALLY DESIGNATGED NATIONAL AREAS

USING SOCIAL SCIENCE AND MARKET RESEARCH TO MORE EFFECTIVELY PROMOTE AND MANAGE CDAs

Ken Cordell, Project Leader, Outdoor Recreation and Demographic Research

Asking About Travel Plan Changes Resulting from September 11

1.	How many vacation or recreation trips away from home did you take last year? No.
2.	How many vacation or recreation trips away from home do you plan to take this year? No.
3.	The plane highjackings of September 11 have caused some people to postpone or cancel travel plans. Have you postponed or cancelled any vacation, recreation trip or outing plans as a result of Sept 11? (Y/N)
	(If Yes, ask Q 4; if No, skip Q4.)
4.	As a result of September 11, is your recreation or vacation travel in the next 12 months likely to be:
	a. The same amount as I had planned before Sept 11 (ask Q 5)
	b. Less than I had planned (ask Q 5)
	c. I won't travel at all, although I had planned to
	d. Uncertain/don't know (ask Q5)
5.	Which statement best describes your recreation or vacation travel destinations for the next 12 months?
	a. Same destinations as I had planned before September 11
	b. Different destinations closer to home than the ones I had planned before September 11 (ask Q6)
	c. Different destinations as far from home, but ones I consider safer than ones I had planned to go to before September 11 (ask Q6)
6.	Are any of these different destinations likely to be national forests, state parks or similar areas?

(Y/N)



NATIONAL SURVEY ON RECREATION AND THE ENVIRONMENT

SINCE 1960

THE UNITED STATES' ON-GOING NATIONAL RECREATION SURVEY